



Request for Proposal

The city of Newton, NC is seeking proposals to develop a comprehensive branding and marketing campaign. The city is specifically seeking to grow its population through recruiting active adults, professionals and entrepreneurs. The branding and marketing initiative will focus on this objective. Secondly, the city's brand should be easily expandable to incorporate existing economic development and tourism activities.

The branding initiative will be guided by the city's recently appointed branding/marketing committee. This committee has identified business/people relocation marketing as its top priority. The branding/marketing committee is made up of energetic, community supportive and outcome focused business people. The branding/marketing committee will work with the Assistant City Manager in selecting the firm to perform the work and will be closely engaged in the development of the brand. Newton City Council will have final acceptance authority of the work performed and will be engaged periodically throughout the project for feedback at appropriate stages.

Response to this RFP should include the following elements:

Scope of Services

- Conduct research needed with key publics to determine existing attitudes, perceptions, opportunities and challenges to enhancing the city's image. Why are businesses, residents, visitors choosing us/not choosing us? How do we address that?
- Develop a creative "look" to bring the community's current economic strategies, assets and amenities to life.
- Recommend specific necessary elements to deliver the message, i.e. visual elements, logo design, printed collateral, print advertising, digital media design including web elements, media placement, public relations, social media, events, etc.
- Develop strategies and tactical plans to position the messaging statements based on qualitative research and analysis of quantitative data.
- Define how the core message can be expanded to existing economic development and visitor initiatives as well as broader regional partners and assets.

Related Experience: Proposal should address your overall capabilities to lead the destination branding process. Resumes of the individuals who will perform the work outlined in this proposal, including their capabilities and experience conducting similar work, are highly recommended.

Industry Knowledge: Proposal should provide in detail your experience in marketing for economic development, relocation and tourism, in addition to a brief synopsis explaining your philosophy on branding.

Research Capability: Proposal should address, in detail, your ability to gather and to effectively utilize research to assist the branding process. Each party should submit a list of any tasks that will be subcontracted and a list of the subcontracting firms. The ideal firm will be able to either perform these tasks in-house or operate as the lead contractor and subcontract the individual work items and create a final, comprehensive work product. The City of Newton reserves the right to approve any sub-contractor of the lead contracting firm's team.

Proposed Action Plan, Time Frame and Expectations: Proposal should include an outline of what the organization can expect as part of the proposal along with applicable timelines and a proposed action plan. Please keep in mind the organization's general expectations as outlined above.

Deliverables:

- Monthly reports outlining significant meetings, discussions, actions, and results (electronic PDF)
- Final presentation of proposed brand identity including creative work and action plan (City Council and Public)
- Final report including all elements outlined in scope of services (1 Electronic PDF, 20 hard copies)
- Implementation action plan and schedule for brand integration and sustainability (1 Electronic PDF, 20 hard copies)
- Camera-ready logo with and without tagline, including customizations for specific elements developed during process (Color and Black and White versions, Electronic format for print and digital uses)
- Camera-ready stationery
- Graphic standards guide

Compensation/Budget: Proposal should submit project costs for services along with a payment schedule and an explanation on how fees are established. The city estimates a budget for this project of \$60,000.

Client References: Each party should provide three professional references for similar work that has been performed by your firm including the names, addresses, titles and telephone numbers of the person most familiar with the work. Executive summaries of other brands that the agency has developed are highly recommended.

REQUIREMENTS AND AUTHORITY OF THE CITY OF NEWTON

This Request for Proposals does not commit the city of Newton to award a contract, pay any costs incurred in the preparation of the proposal to this request, or to procure or contract for services. The city of Newton reserves the right to accept or reject any or all

proposals received as a result of this request, negotiate with any qualified source(s) or cancel, in part or entirely, this RFP, if it is in the best interest of the city of Newton.

All work performed on behalf of the city of Newton becomes the property of the city of Newton including, but not limited to, hard copies, diskettes, CDs, DVDs, data bases, research, etc. All final reports prepared under the contract shall be the property of the city of Newton and may not be used or reproduced in any form without the explicit written permission of the city of Newton.

SUBMISSION INFORMATION

Interested firms should submit ten (10) hard copies of the above requested information to: City of Newton, ATTN: Sean Hovis, PO Box 550, Newton, NC 28658, by Wednesday, August 17, 2016.

SELECTION

Selection will be based on the firm's experience and qualifications as described in the consultant's submittal and ability to provide the required services. The city of Newton may conduct interviews with one or more of the most qualified firms submitting qualifications.

Any questions regarding this request for proposals should be directed to Sean Hovis at shovis@newtonnc.gov or call (828) 695-4261.